

Tip Sheet

Marketing MAPP To Local Public Health Agency Staff

When a community starts the Mobilizing for Action through Planning and Partnerships (MAPP) process, the MAPP coordinator needs to build a broad foundation of support from within the local public health agency (LPHA), among the community, and with elected officials. This can be a big task, but it significantly affects efforts to “Organize for Success”.

Key Messages

MAPP is a new way of doing business. To support this change in how the LPHA or public health community operates, LPHA staff need to understand both the importance of strategic planning and how the MAPP process centers around community based strategic planning. The MAPP Coordinator must explain why LPHA staff, not directly involved in the MAPP process, should care that their agency is implementing MAPP. Key messages that may help build interest in MAPP include:

- MAPP helps create better community oriented programs.
- The MAPP assessments can provide useful qualitative and quantitative data for LPHA programs.
- MAPP is a flexible tool that can incorporate the planning and assessment needs of a variety of program areas.
- MAPP provides strategic direction to the public health community to ensure that all LPHA programs and program partners are aiming for shared goals.
- MAPP enables programs to develop stronger, community supported project proposals.

Decision Points

The local public health agency is one of many community organizations that make up the local public health system. The agency should establish its role early in the MAPP “Organizing for Success” phase. Decision points include:

- Will the LPHA be the lead agency in the MAPP process?
- How fully will LPHA staff be involved?
- Will MAPP include the LPHA Director? Managers? Medical Staff?
- Will LPHA staff facilitate dialogue involved in the MAPP process?



Communication Techniques

MAPP requires interactive communication techniques within the LPHA. Suggested techniques include:

- **Presenting MAPP to the entire LPHA** in an orientation session and discussing expectations for individual staff in the process.
- **Holding a brown bag lunch** for program managers to talk about how MAPP assessment data will inform their work.
- **Holding a formal meeting** with the LPHA Director to discuss how MAPP can connect to other community initiatives.
- **Holding small group discussions** with public health nurses and health educators to talk about how MAPP can enhance community outreach efforts.
- **Eliciting feedback** on logos and branding of the local MAPP product.
- **Hosting a MAPP kick-off event** at the LPHA and encourage LPHA staff to attend.
- Generating and **distributing a MAPP newsletter** to LPHA staff.
- **Sharing MAPP Progress Reports** with LPHA staff.
- **Matching MAPP strategic issues, goals, and actions** with those of the LPHA.

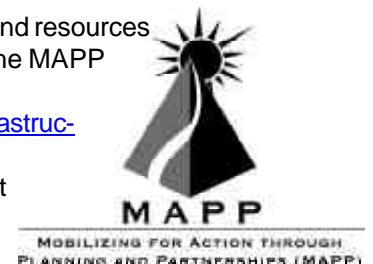
Remember, MAPP is a process that requires continual coordination, communication, and celebration within the LPHA.

For More Information

For additional information and resources on marketing MAPP, visit the MAPP TA Center at:

www.naccho.org/topics/infrastructure/MAPP/MAPPTA.cfm

or contact NACCHO staff at MAPP@naccho.org.





MAPP Resources

MAPP Tool

<http://mapp.naccho.org>


NACCHO's MAPP Program Page


www.naccho.org/topics/infrastructure/MAPP.cfm


NACCHO's MAPP List Service

NACCHO sends out updates every other month. To subscribe, send a blank e-mail message to mapp-sub@lists.naccho.org.


MAPP Publications


 **The MAPP User's Handbook** is a condensed, portable version of the Web-based tool with practical tip sheets and worksheets: order or download copies at www.naccho.org/pubs/detail.cfm?id=195.


 **NACCHO's MAPP Field Guide** is a 24-page overview of the process: download or order copies at www.naccho.org/pubs/detail.cfm?id=102.


 **NACCHO's MAPP Video** Informs potential MAPP users about the MAPP process and the opportunities and benefits that this process brings to a community: order copies at www.naccho.org/pubs/detail.cfm?id=135.

Technical Assistance Center

 **MAPP Technical Assistance Webcast Series** Features experienced MAPP users who share their insights on MAPP implementation issues and answer participants' technical assistance questions. www.naccho.org/topics/infrastructure/MAPP/MAPPTAWebcast.cfm

 **Technical Assistance Q&A** Provides answers to technical assistance questions posed through the MAPP Peer Assistance Network or during MAPP TA Webcasts. www.naccho.org/topics/infrastructure/MAPP/QA.cfm

 **MAPP Peer Assistance Network (PAN)** Offers technical assistance and resources to local public health agencies and other organizations through a network of experienced MAPP users. www.naccho.org/topics/infrastructure/MAPP/PAN.cfm


 **MAPP Clearinghouse** Allows current and new MAPP users to browse, adopt, and tailor tools and resources that other MAPP users have used to complete the different phases of MAPP. www.naccho.org/topics/infrastructure/MAPP/clearinghouse.cfm

MAPP Demo Sites Web Sites

 Nashville, Healthy Nashville 2010 healthweb.nashville.gov/HealthyN2010/what_is_HN_2010.asp

 San Antonio www.sanantonio.gov/health/mapp

 Northern Kentucky www.nkyhealth.org/nkyhdhw/hw.dll?page&file=healthplanning

 Mendocino, The Rural Challenge www.co.mendocino.ca.us/ph/rcc